

## Message Text

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PAGE 01 BANGKO 08725 231312Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----102632 240136Z /64

R 230911Z MAR 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2069

UNCLAS BANGKOK 8725

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI: ITALASIA TRADING LTD. PART.

REF: USDOC 04023

1. THAILAND  
OFFICE USE: 2. 549 3. 0186100 4. 01  
5. ITALASIA TRADING LTD. PART.  
6. P.O. BOX 782, 186/9-10 SIAM SQUARE, RAMA I ROAD  
7. BANGKOK  
8. CONTACT: MR. O. BENEDETTI  
9. TITLE: MANAGING DIRECTOR  
OTHER OFFICEAL IS: MR. ADOLFO BENEDETTI, GENERAL MANAGER  
10. PHONE: 2516760 11. TELEX: NA  
12. CABLE: ITALASIA  
13. ESTBL: 1962 14. EMPL: 107 15. SIZE: LARGE  
16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 03/78  
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA  
23A. 35852/235 IMP.AGT.DIST. OF AIRCONDITIONING EQUIPMENT  
23B. 35720/235 IMP.AGT.DIST. OF TYPEWRITERS  
23C. 36399/235 IMP.AGT.DIST. OF HOUSEHOLD APPLIANCES  
23D. 36321/235 IMP.AGT.DIST. OF MOTORS AND GENERATORS  
23E. 36360/235 IMP.AGT.DIST. OF SEWING MACHINES  
23F. 20230/235 IMP.AGT.DIST. OF DAIRY PRODUCTS  
23G. 39140/235 IMP.AGT.DIST. OF SILVERWARE  
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23H. 36331/235 IMP.AGT.DIST. OF HOUSEHOLD LAUNDRY MACHINES  
23I. 35511/235 IMP.AGT.DIST. OF FOOD PRODUCTS  
23J. 36341/235 IMP.AGT.DIST. OF ELECTRICAL HOUSEWARES  
24. FOREIGN SALES: NA  
25. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK,  
THAILAND.  
26. TRADE REF: GENRAL ELECTRIC CO., NEW YORK, N.Y.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF UNI-WORLD EXPORT, NEW YORK, N.Y. FOR BLOOD BANK REFRIGERATORS; GENRLA ELECTRIC CO., NEW YORK, N.Y. FOR AIR CONDITIONERS, REFRIGERATORS AND FREEZERS; A. ALDOFT CORP. INC., CHICAGO, ILLINOIS FOR COFFEE MACHINES; BOCH LAUNDRY MACHINERY CO., TOLEDO, OHIO FOR LAUNDRY MACHINES; CISELL MFG. CO., DENTUCKY, LOUISVILLE FOR IRONING MACHINES; DRAKE AMERICA CORP., NEW YORK, N.Y. FOR LAUNDRY MACHINES; ZOPPAS, ITALY FOR REFRIGERATORS, GAS STOVES AND HEAVY KITCHEN EQUIPMENT; RIELLO, ITALY, FOR AIR CONDITIONERS; CARPIGIANI, ITALY FOR ICE CREAM MACHINES; CIMBALI, ITALY FOR COFFEE EXPRESSO MACHINES; BRAS, ITALY FOR BAR COUNTER DISPENSERS; SAMBONET, ITALY FOR FLATWARE AND HOLLOWARE FOR HOTEL AND RESTAURANTS; VIGORELLI, ITALY FOR SEWING MACHINES; PAOLO ORIZIO, ITALY FOR MACHINERY; CI-O-DUE, ITALY FOR FIRE DETECTORS; CANTINA S. OSVALDO, ITALY FOR WINES; LIJEMPF, HOLLAND FOR ICE CREAM POWDER.

28. POST EVALUATION: ITALASIA TRADING WAS INCORPORATED IN 1962 WITH AN AUTHORIZED CAPITAL OF \$10,000 TO ACT AS IMPORTER, AGENT, DISTRIBUTOR OF REFRIGERATORS, GAS STOVES, ELECTRICAL APPLIANCES AND FOOD PRODUCTS. NINETY PERCENT OF ITS IMPORTS ARE FROM ITALY WITH THE REMAINDER FROM THE U.S.O. ITS LEASED OFFICE OCCUPIES 200 SQ.METERS INCLUDING A DISPLAY ROOM OF 80 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM'S SALES VOLUME IN 1977 WAS REPORTED TO BE \$3,250,000, REPRESENTING AN INCREASE OF ABOUT 45 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1973. IT EMPLOYS 107 PEOPLE INCLUDING 44 SALESMEN. LOCAL BANK REPORTS FAVORABLE ON THE SUBJECT; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S.

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FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY  
WHITEHOUSE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BANGKO08725  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780129-0545  
**Format:** TEL  
**From:** BANGKOK  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1978/newtext/t19780334/aaaabclo.tel  
**Line Count:** 97  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 64431fbf-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3231191  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI: ITALASIA TRADING LTD. PART.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/64431fbf-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014